

**AUTOMATICALLY ESTABLISHING A  
TELEPHONE CONNECTION BETWEEN A  
SUBSCRIBER AND A PARTY MEETING ONE  
OR MORE CRITERIA**

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**ABSTRACT**

A system and method for establishing a telephone connection between a subscriber and a party identified on the basis of criteria specified by the subscriber. A request is received from the subscriber for a telephone connection with a general party, where the party is not identified by a telephone number. The party may be described by a brand, a good or service or as a particular department or group in an organization. The system selects a suitable party and, when the subscriber is determined to be available for the call, the system establishes a telephone connection with the party. The subscriber may be coupled to the telephone connection or the party may be directed to contact the subscriber.

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